

Rep Order# 9803233 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 52748

Printed: 09/18/2012 8:19 AM
Last Received: 09/17/2012 6:21 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station EKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product PRIORITIES USA ACTIO
Estimate# 1561
Buyer Media Placement
Phone#
Fax#

Agency () MUNDY KATOWITZ MEDIA
1322 G ST SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1561
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-SPOT ADDED AS MKGD FROM PREV SKED.
PLS CNF

was 4,145
+ 300 From 52748
4,445
9803232

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*22	W-SU	10P-1035P	NEWS	:30	\$300.00	09/19-09/23	1	1	1	\$300.00	
				Sales Remark: V3 ADD								
				V3 Added								

---REPORT TOTALS---

Report Totals: 1 / \$300.00

---SALES MONTHLY TOTALS---

Sep 12: 22 / \$4,445.00
Sales Totals: 22 / \$4,445.00
Station Totals: 22 / \$4,445.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$88,900	CABL 0%	EKRC 5%	UNKN 0%	WBQC 0%	WCPC 23%
		WKRC 28%	WLWT 24%	WSTR 4%	WXIX 16%	

Books null
Demos RA35+

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Spot Manager: All, 09/18/12-09/24/12



Date	Week	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Priorities USA Action												
Agency: Mundy Katowitz Media												
Station: EKRC-TV												
Order: 52748												
Line: 1												
09/19/12 day		5:20:11 AM	:30	\$60.00		5a Good Morn Cincinnati 5a-6a		PRIORITIES USA ACTION	1561	P-2	1	MWASH
											1	
Line: 2												
09/21/12 day		5:42:37 AM	:30	\$60.00		5a Good Morn Cincinnati 5a-6a		PRIORITIES USA ACTION	1561	P-2	1	MWASH
											1	
Line: 3												
09/20/12 day		6:35:55 AM	:30	\$100.00		6a Good Morn Cincinnati 6a-7a		PRIORITIES USA ACTION	1561	P-2	1	MWASH
											1	
Line: 4												
09/24/12 day		6:20:58 AM	:30	\$100.00		6a Good Morn Cincinnati 6a-7a		PRIORITIES USA ACTION	1561	P-2	1	MWASH
											1	
Line: 5												
09/19/12 day		7:14:51 AM	:30	\$175.00		7a Good Morn Cincinnati 7a-8a		PRIORITIES USA ACTION	1561	P-2	1	MWASH
											1	
Line: 6												
09/21/12 day		7:07:23 AM	:30	\$175.00		7a Good Morn Cincinnati 7a-8a		PRIORITIES USA ACTION	1561	P-2	1	MWASH
											1	
Line: 7												
09/18/12 day		8:50:42 AM	:30	\$150.00	USATV0 M-F 8a-9a	8a-9a		PRIORITIES USA ACTION	1561	P-2	1	MWASH
											1	
Line: 8												
09/24/12 day		8:42:15 AM	:30	\$150.00	M-F 8a-9a	8a-9a		PRIORITIES USA ACTION	1561	P-2	1	MWASH
											1	
Line: 9												
09/18/12 day		6:28:26 PM	:30	\$300.00	USATV0 M-F 6p-630p	6p-630p		PRIORITIES USA ACTION	1561	P-1	1	MWASH
											1	
Line: 10												
09/19/12 day		6:58:41 PM	:30	\$300.00	M-F 630p-7p	630p-7p		PRIORITIES USA ACTION	1561	P-1	1	MWASH
											1	
Line: 11												
09/20/12 day		7:12:41 PM	:30	\$450.00	M-F 7p-730p	7p-730p		PRIORITIES USA ACTION	1561	P-3	1	MWASH
											1	
Line: 12												
09/19/12 day		10:07:56 PM	:30	\$350.00	M-F 10p Local 12 News	10p-1035p		PRIORITIES USA ACTION	1561	P-2	1	MWASH
											1	
Line: 13												
09/22/12 day		10:15:52 PM	:30	\$350.00	M-Su 10p Local 12 News	10p-1035p		PRIORITIES USA ACTION	1561	P-2	1	MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/18/12-09/24/12



Date	We	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Priorities USA Action												
Agency: Mundy Katowitz Media												
Station: EKRC-TV												
Order: 52748												
Line: 13												
				\$350.00							1	
Line: 14												
09/24/12 day		10:25:03 PM	:30	\$350.00		M-F 10p Local 12 News	10p-1035p	PRIORITIES USA ACTIO	1561	P-2	1	MWASH
				\$350.00							1	
Line: 15												
09/18/12 day		10:48:36 PM	:30	\$200.00	USATV0	M-F 1035p-1105p	1035p-1105p	PRIORITIES USA ACTIO	1561	P-2	1	MWASH
				\$200.00							1	
Line: 16												
09/21/12 day		10:48:06 PM	:30	\$200.00		M-F 1035p-1105p	1035p-1105p	PRIORITIES USA ACTIO	1561	P-2	1	MWASH
				\$200.00							1	
Line: 17												
09/20/12 day		11:17:54 PM	:30	\$300.00		M-F 1105p-1135p	1105p-1135p	PRIORITIES USA ACTIO	1561	P-1	1	MWASH
				\$300.00							1	
Line: 18												
09/22/12 day		2:08:53 PM	:30	\$75.00		Sa 12p-6p	(2:00:00 PM-3:00:00 PM)	PRIORITIES USA ACTIO	1561	P-4	1	MWASH
				\$75.00							1	
Line: 19												
09/22/12 day		3:44:12 PM	:30	\$100.00		Sa 12p-6p	(3:00:00 PM-4:00:00 PM)	PRIORITIES USA ACTIO	1561	P-4	1	MWASH
				\$100.00							1	
Line: 20												
09/23/12 day		12:19:48 PM	:30	\$75.00		Su 12p-7p	(12:00:00 PM-1:00:00 PM)	PRIORITIES USA ACTIO	1561	P-4	1	MWASH
				\$75.00							1	
Line: 21												
09/23/12 day		2:28:12 PM	:30	\$125.00		Su 12p-7p	(2:00:00 PM-3:00:00 PM)	PRIORITIES USA ACTIO	1561	P-4	1	MWASH
				\$125.00							1	
Line: 22												
09/23/12 day			:30	\$300.00		M-Su 10p Local 12 News	10p-1035p	PRIORITIES USA ACTIO	1561	P-2	1	MWASH
				\$300.00							1	
				\$4,445.00							22	
				\$4,445.00							22	
				\$4,445.00							22	
				\$4,445.00							22	
				\$4,445.00							22	

[Filtered by:] [Sorted by: Station]